



WKMG

# ORDER

Print Date 10/29/12 Page 1 of 6

Flight Dates 10/31/12-11/06/12

Contract / Revision

263245 /

Product

ROMNEY FOR PRESIDENT

Original Date / Revision

10/29/12 10/29/12

Agency Com 15%

Billing Contact

Advertiser Pol/Mitt Romney/R/ Presider

138 Conant Street  
Beverly, MA 01915

Agency American Rambler Producti

Buying Contact

138 Conant Street  
Beverly, MA 01915

Sales Office PHI

Sales Region NAT

Agency Ref

Order Sep 00:15:00

Estimate # 16

Alt Order # 06399604

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes AGY POL CAND

Product Codes PL-Presidential-Republican

Priority P-2

Advertiser Ref

Primary Account Executive

Kristen Waskie

Account Executive	Order%	Start Date	End Date
Kristen Waskie	100%		

Order Share 100% Market Value 335100

Competing Station	% of Order	Amount
CABLE	%	0
WESH	%	0
WFTV	%	0
WKCF	%	0
WOFL	%	0
WOPX	%	0
WRBW	%	0
WRDQ	%	0

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
November 2012	167	\$284,835.00	\$335,100.00	0.00	10/29/12	11/06/12	167	\$284,835.00	\$335,100.00
Totals	167	\$284,835.00	\$335,100.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 1	WKMG	10/31/12	11/02/12	Morn News at 6a Morn News at 6a	CM	6-7a	--WTF--	:30	6	\$800.00	P-2	0.00	NM	6	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	--WTF--					6	\$800.00		0.00			
E 2	WKMG	11/05/12	11/06/12	Morn News at 6a Morn News at 6a	CM	6-7a	MT-----	:30	4	\$800.00	P-2	0.00	NM	4	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	MT-----					4	\$800.00		0.00			
E 3	WKMG	11/05/12	11/06/12	Morn News at 6a Morn News at 6a	CM	6-7a	MT-----	:30	6	\$700.00	P-2	0.00	NM	6	\$4,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	MT-----					6	\$700.00		0.00			
E 4	WKMG	10/31/12	11/02/12	Morn News at 6a Morn News at 6a	CM	6-7a	--WTF--	:30	9	\$700.00	P-2	0.00	NM	9	\$6,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			



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Flight Dates 10/31/12-11/06/12

Hiatus Dates

Original Date / Revision 10/29/12/ 10/29/12

Order Sep 00:15:00

Advertiser **Pol/Mitt Romney/R/ Preside** Product **ROMNEY FOR PRESIDENT** Estimate # **16**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 4	WKMG	10/31/12	11/02/12	Morn News at 6a Morn News at 6a	CM	6-7a	--WTF--	:30	9	\$700.00	P-2	0.00	NM	9	\$6,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	--WTF--					9	\$700.00		0.00			
E 5	WKMG	10/31/12	11/02/12	9-10a Rachael Ray Rachael Ray	CM	9-10a	--WTF--	:30	6	\$600.00	P-2	0.00	NM	6	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	--WTF--					6	\$600.00		0.00			
E 6	WKMG	11/05/12	11/06/12	9-10a Rachael Ray Rachael Ray	CM	9-10a	MT-----	:30	4	\$600.00	P-2	0.00	NM	4	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	MT-----					4	\$600.00		0.00			
E 7	WKMG	11/05/12	11/06/12	10-11a Let's Make A Deal Let's Make a Deal	CM	10-11a	MT-----	:30	2	\$800.00	P-2	0.00	NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	MT-----					2	\$800.00		0.00			
E 8	WKMG	10/31/12	11/02/12	10-11a Let's Make A Deal Let's Make a Deal	CM	10-11a	--WTF--	:30	3	\$800.00	P-2	0.00	NM	3	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	--WTF--					3	\$800.00		0.00			
E 9	WKMG	10/31/12	11/02/12	11-12p Price Is Right Price Is Right	CM	11a-12p	--WTF--	:30	3	\$1,500.00	P-2	0.00	NM	3	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	--WTF--					3	\$1,500.00		0.00			
E 10	WKMG	11/05/12	11/05/12	11-12p Price Is Right Price Is Right	CM	11a-12p	1-----	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	1-----					1	\$2,000.00		0.00			
E 11	WKMG	11/05/12	11/06/12	Local 6 News 12-1230p Local 6 News 12-1230p	CM	12-1230p	MT-----	:30	2	\$2,000.00	P-2	0.00	NM	2	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	MT-----					2	\$2,000.00		0.00			
E 12	WKMG	10/31/12	11/02/12	Local 6 News 12-1230p Local 6 News 12-1230p	CM	12-1230p	--WTF--	:30	6	\$1,200.00	P-2	0.00	NM	6	\$7,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	--WTF--					6	\$1,200.00		0.00			
E 13	WKMG	10/31/12	11/02/12	1230-2p CBS Soaps Soaps	CM	12:30-2p	--WTF--	:30	3	\$1,200.00	P-2	0.00	NM	3	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	--WTF--					3	\$1,200.00		0.00			
E 14	WKMG	11/05/12	11/06/12	1230-2p CBS Soaps Soaps	CM	12:30-2p	MT-----	:30	2	\$1,500.00	P-2	0.00	NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	MT-----					2	\$1,500.00		0.00			
E 15	WKMG	11/05/12	11/06/12	2-3p The Talk The Talk	CM	2-3p	MT-----	:30	4	\$600.00	P-2	0.00	NM	4	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	MT-----					4	\$600.00		0.00			
E 16	WKMG	10/31/12	11/02/12	2-3p The Talk The Talk	CM	2-3p	--WTF--	:30	6	\$600.00	P-2	0.00	NM	6	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			



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Flight Dates 10/31/12-11/06/12

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Order Sep 00:15:00

Advertiser Pol/Mitt Romney/R/ Preside Product ROMNEY FOR PRESIDENT Estimate # 16

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 16	WKMG	10/31/12	11/02/12	2-3p The Talk The Talk	CM	2-3p	--WTF--	:30	6	\$600.00	P-2	0.00	NM	6	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	--WTF--					6	\$600.00		0.00			
E 17	WKMG	11/05/12	11/06/12	430-5p Inside Edition Inside Edition	CM	430-5P	MT-----	:30	2	\$550.00	P-2	0.00	NM	2	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	MT-----					2	\$550.00		0.00			
E 18	WKMG	10/31/12	11/02/12	430-5p Inside Edition Inside Edition	CM	430-5P	--WTF--	:30	6	\$550.00	P-2	0.00	NM	6	\$3,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	--WTF--					6	\$550.00		0.00			
E 19	WKMG	10/31/12	11/02/12	News at 5p News at 5p	CM	5-530p	--WTF--	:30	6	\$1,000.00	P-2	0.00	NM	6	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	--WTF--					6	\$1,000.00		0.00			
E 20	WKMG	11/05/12	11/06/12	News at 5p News at 5p	CM	5-530p	MT-----	:30	2	\$1,200.00	P-2	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	MT-----					2	\$1,200.00		0.00			
E 21	WKMG	10/31/12	11/02/12	530-6p The Insider Insider	CM	530p-6p	--WTF--	:30	6	\$650.00	P-2	0.00	NM	6	\$3,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	--WTF--					6	\$650.00		0.00			
E 22	WKMG	11/05/12	11/06/12	530-6p The Insider Insider	CM	530p-6p	MT-----	:30	2	\$900.00	P-2	0.00	NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	MT-----					2	\$900.00		0.00			
E 23	WKMG	11/05/12	11/06/12	News at 6p News at 6p	CM	6-630p	MT-----	:30	2	\$1,600.00	P-2	0.00	NM	2	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	MT-----					2	\$1,600.00		0.00			
E 24	WKMG	10/31/12	11/02/12	News at 6p News at 6p	CM	6-630p	--WTF--	:30	6	\$1,400.00	P-2	0.00	NM	6	\$8,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	--WTF--					6	\$1,400.00		0.00			
E 25	WKMG	10/31/12	11/01/12	CBS Evening News CBS Eve News	CM	630-7p	--WT---	:30	2	\$3,000.00	P-2	0.00	NM	2	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	--WT---					2	\$3,000.00		0.00			
E 26	WKMG	11/05/12	11/06/12	CBS Evening News CBS Eve News	CM	630-7p	MT-----	:30	2	\$3,000.00	P-2	0.00	NM	2	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	MT-----					2	\$3,000.00		0.00			
E 27	WKMG	10/31/12	11/02/12	News at 7p News at 7p	CM	7-7:30p	--WTF--	:30	6	\$1,700.00	P-2	0.00	NM	6	\$10,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	--WTF--					6	\$1,700.00		0.00			
E 28	WKMG	11/05/12	11/06/12	News at 7p News at 7p	CM	7-7:30p	MT-----	:30	2	\$2,000.00	P-2	0.00	NM	2	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			



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Order Sep 00:15:00

Advertiser Pol/Mitt Romney/R/ Preside Product ROMNEY FOR PRESIDENT Estimate # 16

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 28	WKMG	11/05/12	11/06/12	News at 7p News at 7p	CM	7-7:30p	MT-----	:30	2	\$2,000.00	P-2	0.00	NM	2	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	MT-----					2	\$2,000.00		0.00			
E 29	WKMG	11/05/12	11/05/12	M-F 7:30-8p Inside Ed Inside Edition	CM	730-8p	1-----	:30	1	\$1,700.00	P-2	0.00	NM	1	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	1-----					1	\$1,700.00		0.00			
E 30	WKMG	10/31/12	11/02/12	M-F 7:30-8p Inside Ed Inside Edition	CM	730-8p	--WTF--	:30	3	\$1,700.00	P-2	0.00	NM	3	\$5,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	--WTF--					3	\$1,700.00		0.00			
E 31	WKMG	10/31/12	11/02/12	M-F 11p News M-F 11p News	CM	11-1135p	--WTF--	:30	6	\$1,700.00	P-2	0.00	NM	6	\$10,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	--WTF--					6	\$1,700.00		0.00			
E 32	WKMG	11/05/12	11/06/12	M-F 11p News M-F 11p News	CM	11-1135p	MT-----	:30	2	\$2,500.00	P-2	0.00	NM	2	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	MT-----					2	\$2,500.00		0.00			
E 33	WKMG	11/05/12	11/05/12	Mon Prime 10p Hawaii Five-O	CM	10-11p	1-----	:30	1	\$14,000.00	P-2	0.00	NM	1	\$14,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	1-----					1	\$14,000.00		0.00			
E 34	WKMG	10/31/12	10/31/12	Wed Prime 9p Criminal Minds	CM	9-10p	--1----	:30	1	\$10,000.00	P-2	0.00	NM	1	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	--1----					1	\$10,000.00		0.00			
E 35	WKMG	10/31/12	10/31/12	Wed Prime 10p CSI	CM	10-11p	--1----	:30	1	\$10,000.00	P-2	0.00	NM	1	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	--1----					1	\$10,000.00		0.00			
E 36	WKMG	11/01/12	11/01/12	Thu Prime 8p Big Bang Theory	CM	8-830p	---1---	:30	1	\$10,000.00	P-2	0.00	NM	1	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	---1---					1	\$10,000.00		0.00			
E 37	WKMG	11/01/12	11/01/12	Thu Prime 9p Person of Interest	CM	9-10p	---1---	:30	1	\$11,000.00	P-2	0.00	NM	1	\$11,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	---1---					1	\$11,000.00		0.00			
E 38	WKMG	11/02/12	11/02/12	Fri Prime 8p Undercover Boss	CM	8-9p	----1--	:30	1	\$6,000.00	P-2	0.00	NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	----1--					1	\$6,000.00		0.00			
E 39	WKMG	11/02/12	11/02/12	Fri Prime 10p Blue Bloods	CM	10-11p	----1--	:30	1	\$9,000.00	P-2	0.00	NM	1	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	----1--					1	\$9,000.00		0.00			
E 40	WKMG	11/03/12	11/03/12	5-7a Sat News Sat 5-7a News	CM	5-7a	-----2-	:30	2	\$200.00	P-2	0.00	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----2-					2	\$200.00		0.00			



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Contract / Revision

263245

Flight Dates 10/31/12-11/06/12

Hiatus Dates

Original Date / Revision 10/29/12/ 10/29/12

Order Sep 00:15:00

Advertiser Pol/Mitt Romney/R/ Preside Product ROMNEY FOR PRESIDENT Estimate # 16

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 40	WKMG	11/03/12	11/03/12	5-7a Sat News Sat 5-7a News	CM	5-7a	-----2-	:30	2	\$200.00	P-2	0.00	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----2-					2	\$200.00		0.00			
E 41	WKMG	11/03/12	11/03/12	7-9a CBS This Morn Sat 7-9a Sat Early Show	CM	7-9a	-----2-	:30	2	\$350.00	P-2	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----2-					2	\$350.00		0.00			
E 42	WKMG	11/03/12	11/03/12	NCAA Football Prime GOM NCAA Football Prime: AL	CM	8-11p	-----3-	:30	3	\$8,000.00	LUR	0.00	NM	3	\$24,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----3-					3	\$8,000.00		0.00			
E 43	WKMG	11/03/12	11/03/12	Sat Prime 10p No Show/See SEC Prime	CM	10-11p	-----1-	:30	1	\$5,000.00	P-2	0.00	NM	2	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----1-					1	\$5,000.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WKMG	10/29/12-11/04/12		Sat Prime 10p		10-11p	-----Sa--	:30		<del>(\$5,000.00)</del>		0.00	NM		
See MG 43.2,43.3															
2	WKMG	10/29/12-11/04/12		College Football Today		3-330p	-----Sa--	:30		\$1,000.00		0.00	NM		
Ⓜ MG for 43.1 11/03															
3	WKMG	11/04/12-11/04/12		NFL TODAY		various	-----Su	:30		\$4,000.00		0.00	NM		
Ⓜ MG for 43.1 11/03															
E 44	WKMG	11/03/12	11/03/12	Sat 6p News Sat Local 6 News at 6p	CM	6-630p	-----2-	:30	2	\$1,500.00	P-2	0.00	NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----2-					2	\$1,500.00		0.00			
E 45	WKMG	11/03/12	11/03/12	5-7a Sat News Sat 5-7a News	CM	5-7a	-----2-	:30	2	\$200.00	P-2	0.00	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----2-					2	\$200.00		0.00			
E 46	WKMG	11/04/12	11/04/12	6-830a Sun News 6-830a Sun News	CM	6a-830a	-----4	:30	4	\$200.00	P-2	0.00	NM	4	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----4					4	\$200.00		0.00			
E 47	WKMG	11/04/12	11/04/12	CBS Sunday Morning CBS Sunday Morning	CM	9-1030a	-----3	:30	3	\$1,800.00	P-2	0.00	NM	3	\$5,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----3					3	\$1,800.00		0.00			
E 48	WKMG	11/04/12	11/04/12	1030-1130a Face Nation Face The Nation	CM	1030-1130a	-----2	:30	2	\$1,800.00	P-2	0.00	NM	2	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----2					2	\$1,800.00		0.00			
E 49	WKMG	11/04/12	11/04/12	NFL TODAY NFL TODAY	CM	various	-----2	:30	2	\$750.00	P-2	0.00	NM	2	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----2					2	\$750.00		0.00			
E 50	WKMG	11/04/12	11/04/12	NFL Game 1 NFL Game 1	CM	various (12:58 PM-4:15 PM)	-----2	:30	2	\$4,150.00	LUR	0.00	NM	2	\$8,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----2					2	\$4,150.00		0.00			



WKMG

Print Date: 10/29/12

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Order Sep 00:15:00

Advertiser **Pol/Mitt Romney/R/ Preside** Product **ROMNEY FOR PRESIDENT** Estimate # **16**

														Totals		
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
E 51	WKMG	11/04/12	11/04/12	NFL Game 2 NFL Game 2	CM	various (4:15 PM-7:15 PM)	-----2	:30	2	\$4,750.00	LUR	0.00	NM	2	\$9,500.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
	Week:	10/29/12	11/04/12	-----2		2				\$4,750.00		0.00				
E 52	WKMG	11/04/12	11/04/12	Sun Prime 7-8p Sun 7-8p	CM	7-8p	-----2	:30	2	\$9,000.00	P-2	0.00	NM	2	\$18,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
	Week:	10/29/12	11/04/12	-----2		2				\$9,000.00		0.00				
E 53	WKMG	11/04/12	11/04/12	Sun Prime 8-9p Amazing Race	CM	8-9p	-----1	:30	1	\$8,000.00	P-2	0.00	NM	1	\$8,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
	Week:	10/29/12	11/04/12	-----1		1				\$8,000.00		0.00				
E 54	WKMG	11/04/12	11/04/12	Sun Prime 9-10p Good Wife	CM	9-10p	-----2	:30	2	\$9,000.00	P-2	0.00	NM	2	\$18,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
	Week:	10/29/12	11/04/12	-----2		2				\$9,000.00		0.00				
E 55	WKMG	11/04/12	11/04/12	Sun Prime 10-11p The Mentalist	CM	10-11p	-----2	:30	2	\$9,000.00	P-2	0.00	NM	2	\$18,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
	Week:	10/29/12	11/04/12	-----2		2				\$9,000.00		0.00				
E 56	WKMG	11/04/12	11/04/12	Sun 11p News after NFL Sun 11p News after NFL	CM	Late News	-----2	:30	2	\$1,700.00	P-2	0.00	NM	2	\$3,400.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
	Week:	10/29/12	11/04/12	-----2		2				\$1,700.00		0.00				
														Totals	167	\$335,100.00